

1           1.    A method comprising:  
2                transmitting video content; and  
3                transmitting a viewer incentive in association  
4 with said content, such that said incentive accumulates  
5 depending on viewing time.

1           2.    The method of claim 1 wherein transmitting a  
2 viewer incentive in association with said content includes  
3 transmitting said viewer incentive together with said  
4 television content.

1           3.    The method of claim 1 wherein transmitting video  
2 content includes transmitting video programming together  
3 with ancillary information and transmitting said viewer  
4 incentive as part of said ancillary information.

1           4.    The method of claim 1 wherein transmitting a  
2 viewer incentive includes progressively providing a portion  
3 of an overall incentive which may be earned by those  
4 viewers who view programming for a given amount of time.

1           5.    The method of claim 4 including showing the  
2 portion of an incentive which has not yet been earned.

1           6.    The method of claim 1 further including  
2 progressively providing incentives which may be collected  
3 in a graphical user interface for display.

1           7.    The method of claim 6 including progressively  
2 adding incentives to a graphical user interface which may  
3 be viewed in a virtual book of pages of incentives.

1           8.    The method of claim 7 including enabling the  
2 pages to appear to be turned by operating graphical user  
3 interface.

1           9.    The method of claim 1 further including parsing  
2 enhanced content from the video content and parsing an  
3 incentive from said enhanced content.

1           10.   The method of claim 1 further including  
2 determining whether a viewer is actually viewing the video  
3 content and accruing the incentive only after determining  
4 that the viewer is actually viewing the content.

1           11.   The method of claim 10 including asking a  
2 question in the course of the video content to determine  
3 that a viewer is actually present and paying attention.



1           16. The article of claim 15 further storing  
2   instructions that cause a processor-based system to display  
3   a portion of an incentive which has not yet been earned.

1           17. The article of claim 12 further storing  
2   instructions that cause a processor-based system to  
3   determine whether a viewer is actually viewing the video  
4   content and accrue the incentive only after determining  
5   that the viewer is actually viewing the content.

1        18. The article of claim 17 further storing  
2        instructions that cause a processor-based system to ask a  
3        question in the course of providing the video content to  
4        determine that a viewer is actually present and paying  
5        attention.

1           19. A system comprising:  
2           a video content receiver;  
3           an ancillary content receiver; and  
4           a transmitter that transmits video content and  
5 ancillary information and progressively transmits viewer  
6 loyalty incentives.

1           20. The system of claim 19 wherein said transmitter  
2 transmits the ancillary information and video content  
3 together.

1           21. The system of claim 19 wherein said video content  
2 and ancillary information are transmitted at separate  
3 times.

1           22. A system comprising:  
2               a processor-based device that receives video  
3 content and ancillary information from a transmitter; and  
4               software resident on said device that separates  
5 viewer loyalty incentives from said video content and  
6 displays said viewer loyalty incentives.

1           23. The system of claim 22 wherein said software  
2 displays the entire incentive in one format and the portion  
3 of the incentive that has been received in another format.

1           24. The system of claim 22 wherein said software  
2 detects whether or not the user is actually watching a  
3 program.

1           25. The system of claim 24 wherein said software  
2 determines whether or not the viewer is actually watching  
3 the program and controls the storage of said incentives  
4 based on whether or not the viewer is watching the program.

